



March 8, 2011

## **Fiserv to Share Payments Business Insights, Mobile Strategies at BAI Payments Connect Conference**

**Brookfield, Wis., March 8, 2011** - [Fiserv, Inc.](#) (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that Fiserv thought leaders will present multiple sessions during the [BAI Payments Connect Conference](#), in Phoenix, Ariz., March 7-9, 2011. The sessions will cover a range of topics, from next generation social and mobile payment options, to fraud prevention. [Steve Olsen](#), Group President of Digital Payments Solutions at Fiserv will discuss the future of the payments industry in a general session titled "The Technology Panel 2011: Designing and Delivering Payments Innovation".

The Technology Panel 2011 will take place on Tuesday, March 8, from 4:00 - 5:00 p.m. CST and will focus on how banks can create genuine value and stay relevant in payments. Panelists will look at where technology is taking us and will identify issues they expect to dominate the payments space during the next 12 months. Members of the panel will also debate requirements and approaches to supporting financial institutions along the path to the right go-to-market strategy. More than just a look at the hottest new technologies, panelists will discuss how product and technology managers can execute effectively on deliverables their company is already committed to and still be leaders of the effort to identify and deploy the "next big thing" for their bank. Olsen will be joined on the panel by Sean O'Leary, Vice President, Business Development, AT&T; Paul Johnson, Executive Vice President and Chief Information Officer, BB&T; and Bob Tramontano, Vice President of Global Field Marketing, NCR. John Beran, Chief Information Officer, Comerica Bank will moderate the panel.

Other Fiserv presentations at BAI Payments Connect include:

### **Taking Back the Payments Franchise**

Monday, March 7, 1:15 - 2:15 p.m.

- | Rich Oliver, Executive Vice President, Federal Reserve Bank of Atlanta, and Director of the Retail Payments Risk Forum
- | George Warfel, Consulting Director, Fiserv

In this session, Oliver and Warfel discussed the non-traditional players in the payments space, covering who they are, why they are real and how banks can compete; centering on the idea that the ingenuity of competitors does not need to leave banks defenseless. The presenters will show how by acting quickly to fortify payments products and - most importantly - adding mobile and social site payment options -- banks can respond effectively to competition. To recapture the payments momentum, banks will need new technologies, a streamlined supply chain and a strategy based on knowledge of what is attracting their customers to non-bank payments systems.

### **Featured Session: Mobile Payments - What the Competition is Up To**

Tuesday, March 8, 10:30 - 11:30 a.m.

- | Calvin Grimes, Manager, Mobile Solutions, Fiserv
- | Emmett Higdon, Senior Analyst, Forrester Research

Most research in mobile payments to date has focused on potential consumer demand for these services -- but are financial institutions poised to support mobile payments? Grimes and Higdon will explain why it isn't too soon for financial institutions to develop a mobile payments strategy, and why institutions that don't may risk being left in the dust as third parties take the lead. This session will explore the mobile payments strategies and practices of the country's leading financial institutions, reviewing results of a survey of mobile channel executives at the top 40 U.S. banks and 15 largest credit unions. The survey results delve into the drivers behind both mobile banking and payments, including barriers to adoption and use, mobile investment priorities, who is offering what, and what the future holds. Attendees will learn how other institutions are prioritizing investments in mobile bill payment, person-to-person payments, remote payments, social payments and NFC/POS; discover what the country's leading institutions are investing in now; and what's next.

### **Innovation in Fighting Check Fraud - Panel Discussion**

Tuesday, March 8, 1:30 - 2:30 p.m.

- | Moderators: Debbie Byrd, Senior Vice President, Director of Loss Prevention, BBVA Compass and Tom Haller, Vice President, Fraud Detection, M&I Bank
- | Silvia Sarra, Corporate Loss Prevention Systems Manager, Sovereign/Santandar
- | Jim Terry, Senior Vice President, Director of Operational Risk and Financial Crime Management, NBT Bancorp
- | Tim Brady, Director of Investigation Services, Memento
- | Erik Stein, Vice President, Product Portfolio Management, Financial Crime Risk Management Solutions, Fiserv

Even with the decline in checks, check fraud is still an "old foe" that banks must continue to battle, while learning to manage new threats. In this session, panelists will discuss innovative solutions to leverage resources and maximize efficiency in the battle with check fraud. Attendees will learn what new technologies are being deployed and how to maximize analyst skill sets and resources to create new efficiencies.

**Additional Resources:**

- | BAI Payments Conference - <http://www.bai.org/PAYMENTSCONNECT/index.aspx>
- | Steve Olsen Bio - <http://bit.ly/ibpYQL>

**About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is the leading global provider of information management and electronic commerce systems for the financial services industry, driving innovation that transforms experiences for financial institutions and their customers. Fiserv is ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry. For more information, visit [www.fiserv.com](http://www.fiserv.com).

For more information contact:

**Media Relations:**

Amanda McCracken  
Public Relations Manager  
Fiserv, Inc.  
262-879-5722  
[amanda.mccracken@fiserv.com](mailto:amanda.mccracken@fiserv.com)

**Additional Contact:**

Julie Nixon  
Public Relations Manager  
Fiserv, Inc.  
678-375-3744  
[julie.nixon@fiserv.com](mailto:julie.nixon@fiserv.com)